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EXAMINER

PILLAI, NAMITHA

ART UNIT PAPER NUMBER

2173

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Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/713,843

Applicant(s)

BERG ET AL.

Examiner

Namitha Pillai

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 16 November 2005.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-49, 51-56, 59-70 and 72-79 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☒ Claim(s) 77-79 is/are allowed.
- 6) ☒ Claim(s) 1-49, 51-56, 59-70 and 72 is/are rejected.
- 7) ☒ Claim(s) 73-76 is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

1. The Examiner acknowledges Applicant's submissions on 9/27/05 and 11/16/05 including amendments to claims 1, 6, 7, 16, 19, 24, 29, 34-46, 49, 51-56 and 59 and the addition of new claims 60-79 and the cancellation of claims 57, 58 and 71. Claims 1-49, 51-56, 59-70 and 72 have been rejected as being obvious over prior art disclosed. Claims 73-79 have been allowed for teaching allowable subject matter.

Claim Objections

2. Claims 73-76 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-6, 34-45, 49, 51-56, 59, 60, 64-70 and 72 are rejected under 35 U.S.C. 103(a) as being unpatentable over U. S. Patent No. 6, 583, 794 B1 (Wattenberg) and U. S. Patent No. 5, 899, 990 (Maritzen et al.), herein referred to as Maritzen.

Referring to claim 1, Wattenberg discloses methods for processing user criteria to retrieve a portion of data and display it to the user (column 2, lines 37-39). Wattenberg discloses executing a host process on the server computer that

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receives user input that specifies a subset of data with respect to multiple data criteria (column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for company data on an online database as per the examples disclosed. Wattenberg also has means for retrieving the data subset from the data and executing a display process (column 2, lines 49-51) for displaying the data in a map format, such that the data is defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criterion of the data subset, and wherein the area of each bounded field area is further divided into subfield areas, each of which has an area that is indicative of a second data criterion of the data subset (Figure 2A). Wattenberg also discloses displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area (column 9, lines 8-11) and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset (column 16, lines 16-35). Wattenberg has clearly taught various examples of how the subset of data that is displayed can be implemented in an Internet environment (column 16, lines 50-67). The following are well known components of the Internet environment not explicitly taught in Wattenberg but disclosed in Maritzen. Maritzen discloses well-known teachings including initiating a network communication session between a client

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computer and server computer for executing a request on the host or server computer (column 2, lines 37-47). Maritzen teaches that a client or user's requests are accessed from the server and returned to the client computer for display in a browser (column 8, lines 14-20), where the Java GUI in the client in an Internet environment is the browser which displays the information requested by the client or user. In Wattenberg, that information requested would be the subset data that is accessed such as books and information related to the books as per the example given, with this data representing data that meets the user criteria (column 16, lines 50-67). Maritzen also discloses that the information requested in an Internet environment includes accessing data from the server computer and communicating the data to the client computer, wherein constructing of the items to be delivered to the client is done on the server computer (column 7, line 58-column 8, line 20), teaching that data is accessed from the server, processed within the server and then further delivered to the client computer. Maritzen also teaches using plug-ins and running an applet browser on the client computer for further functionality needed in the web browser (column 2, lines 13-20). It would have been obvious for one skilled in the art at the time of the invention to learn from Maritzen to implement these well known components of the Internet. Wattenberg has clearly taught specific examples of how the Internet is used for displaying the subset of data, the types of data that are accessed and displayed to the user in an Internet environment (column 16, lines 50-67). The components taught in Maritzen are merely well known features that are known to be used on an Internet environment. Furthermore, Maritzen discloses the advantages of the combination of accessing databases provided through

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the Internet, with further explanation of the use of applets in an Internet environment (column 2, lines 1-25). It would be obvious and necessary to use these components that would clearly be needed when using an Internet environment. The access of the subset of data and construction of this data would clearly occur in a server computer where data that is requested in an Internet environment involves accessing of the data from the server with the client being used for display of the data that is accessed.

Referring to claim 2, Wattenberg discloses menu array window specifying information relating to the bounded subfield area (reference number 204, Figure 2B).

Referring to claim 3, Wattenberg discloses that the subfield detail window, shown as the pop-up window remains in display as long as display cursor is located over the subfield area (column 9, lines 8-20), wherein the pop-window remains displayed until the mouse is moved away from the current item.

Referring to claim 4, Wattenberg discloses that the menu array window includes one or more hyperlinks for an offering represented by the bounded sublevel area (reference number 210, Figure 2B), wherein these items on the menu represent hyperlinks to further information about an item.

Referring to claim 5, Wattenberg discloses that each subfield area includes an attribute that is indicative of a third data criterion of the data subset (column 3, lines 37-40).

Referring to claim 6, Wattenberg discloses that the attribute of the subfield display areas is screen color that indicates the magnitude of the third data criterion (column 3, lines 37-40).

Referring to claim 34, Wattenberg discloses a method of processing user criteria to retrieve a portion of data and display it to the user (column 1, lines 5-8). Wattenberg discloses executing a host process for receiving user criteria that specifies a subset of the data with respect to multiple data criteria (column 3, lines 21-32 and column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for company data on an online database as per the examples disclosed. Wattenberg discloses retrieving the data subset from the data and executing a display process (column 2, lines 49-51) for displaying the data subset in a display defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas each of which has a display area that is indicative of a first data criteria of the data subset and wherein the area of each bounded field area is further divided into two-dimensional subfield areas, each of which has an area that is indicative of a second data criteria of the data subset (Figures 3 and 4). Wattenberg discloses displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset (column 9, lines 7-31). Wattenberg has clearly taught various examples of how the subset of data that is displayed can be implemented in an Internet environment (column 16, lines 50-67). The following are well known components of the

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Internet environment not explicitly taught in Wattenberg but disclosed in Maritzen.

Maritzen discloses well-known teachings including initiating a network communication session between a client computer and server computer for executing a request on the host or server computer (column 2, lines 37-47). Maritzen teaches that a client or user's requests are accessed from the server and returned to the client computer for display in a browser (column 8, lines 14-20), where the Java GUI in the client in an Internet environment is the browser which displays the information requested by the client or user. In Wattenberg, that information requested would be the subset data that is accessed such as books and information related to the books as per the example given, with this data representing data that meets the user criteria (column 16, lines 50-67).

Maritzen also discloses that the information requested in an Internet environment includes accessing data from the server computer and communicating the data to the client computer, wherein constructing of the items to be delivered to the client is done on the server computer (column 7, line 58-column 8, line 20), teaching that data is accessed from the server, processed within the server and then further delivered to the client computer. Maritzen also teaches using plug-ins and running an applet browser on the client computer for further functionality needed in the web browser (column 2, lines 13-20). It would have been obvious for one skilled in the art at the time of the invention to learn from Maritzen to implement these well known components of the Internet.

Wattenberg has clearly taught specific examples of how the Internet is used for displaying the subset of data, the types of data that are accessed and displayed to the user in an Internet environment (column 16, lines 50-67). The components taught in

Maritzen are merely well known features that are known to be used on an Internet environment. Furthermore, Maritzen discloses the advantages of the combination of accessing databases provided through the Internet, with further explanation of the use of applets in an Internet environment (column 2, lines 1-25). It would be obvious and necessary to use these components that would clearly be needed when using an Internet environment. The access of the subset of data and construction of this data would clearly occur in a server computer where data that is requested in an Internet environment involves accessing of the data from the server with the client being used for display of the data that is accessed.

Referring to claim 35, Wattenberg discloses changing a data grouping of the data elements in accordance with the changed second data criterion (column 3, lines 25-32).

Referring to claims 36, 41 and 53, Wattenberg discloses that the received user criteria changes the display dimensions of the changed displayed subfield area in accordance with the changed second data criterion (column 3, lines 25-32).

Referring to claims 37, 42 and 54, Wattenberg discloses that the received user criteria changes the display color of the changed displayed subfield area in accordance with the changed second data criterion (column 16, lines 18-21).

Referring to claims 38, 43 and 55, Wattenberg discloses that the received user criteria applies a filter that changes the data elements that comprise the displayed subfield area according to the changed second data criterion (column 3, lines 25-26).

Referring to claim 39, Wattenberg discloses a computer device that displays information related to plural data elements (Figure 2). Wattenberg discloses a display

screen on which the device displays one or more two-dimensional bounded field areas, each bounded field area corresponding to a display area that is indicative of a first data criterion of a subset of the data elements, and each bounded field area is divided into one or more bounded subfield areas, the area of each bounded subfield area corresponding to and indicative of a second data criterion of the data subset, wherein the second data criterion is indicative of a data grouping of the data subset of the data elements (Figures 2B and 3). Wattenberg discloses host processing means for receiving the data criteria (column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for company data on an online database as per the examples disclosed. Wattenberg discloses input means for receiving user criteria from the user to specify changed second data criterion relating to an attribute with which the bounded subfield area is associated. Wattenberg has clearly taught various examples of how the subset of data that is displayed can be implemented in an Internet environment (column 16, lines 50-67). The following are well known components of the Internet environment not explicitly taught in Wattenberg but disclosed in Maritzen. Maritzen discloses well-known teachings including initiating a network communication session between a client computer and server computer for executing a request on the host or server computer (column 2, lines 37-47). Maritzen teaches that a client or user's requests are accessed from the server and returned to the client computer for display in a browser (column 8, lines 14-20), where the Java GUI in the client in an Internet environment is the browser which displays the information requested by the client or user. In Wattenberg, that

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information requested would be the subset data that is accessed such as books and information related to the books as per the example given, with this data representing data that meets the user criteria (column 16, lines 50-67). Maritzen also discloses that the information requested in an Internet environment includes accessing data from the server computer and communicating the data to the client computer, wherein constructing of the items to be delivered to the client is done on the server computer (column 7, line 58-column 8, line 20), teaching that data is accessed from the server, processed within the server and then further delivered to the client computer. Maritzen also teaches using plug-ins and running an applet browser on the client computer for further functionality needed in the web browser (column 2, lines 13-20). It would have been obvious for one skilled in the art at the time of the invention to learn from Maritzen to implement these well known components of the Internet. Wattenberg has clearly taught specific examples of how the Internet is used for displaying the subset of data, the types of data that are accessed and displayed to the user in an Internet environment (column 16, lines 50-67). The components taught in Maritzen are merely well known features that are known to be used on an Internet environment. Furthermore, Maritzen discloses the advantages of the combination of accessing databases provided through the Internet, with further explanation of the use of applets in an Internet environment (column 2, lines 1-25). It would be obvious and necessary to use these components that would clearly be needed when using an Internet environment. The access of the subset of data and construction of this data would clearly occur in a server computer

where data that is requested in an Internet environment involves accessing of the data from the server with the client being used for display of the data that is accessed.

Referring to claim 40, Wattenberg discloses a user input to which the device responds by changing the data grouping of the data subset in accordance with the changed second data criterion (column 16, lines 18-21).

Referring to claim 44, Wattenberg discloses displaying descriptive information regarding a field area such that the descriptive information is displayed in an area proximal to the field area (Figure 2B).

Referring to claims 45 and 56, Wattenberg discloses displaying a descriptive information window in an area proximal to a field area such that the descriptive information window includes descriptive information regarding the field area (Figure 2B).

Referring to claim 49, Wattenberg discloses a method of processing user data search criteria to retrieve data from a database for computer display (column 1, lines 6-9). Wattenberg discloses executing a host process for receiving data search criteria entered by a user into a search criteria window of the computer display (Figure 9). Wattenberg discloses receiving a user input to begin retrieval of data elements that match the data search criteria (column 16, lines 25-28) and executing a display process (column 2, lines 49-51) providing a display of the retrieved data elements in a computer display window comprising a tree map display wherein the tree map display comprises a display area that includes one or more two-dimensional bounded field areas, each bounded field area corresponding to a display area that is indicative of a first data criterion of a subset of the data elements and each bounded field area is divided into

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one or more bounded subfield areas (Figure 2A), the area of each bounded subfield area corresponding to and indicative of a second data criterion of the data subset (Figure 3). Wattenberg has clearly taught various examples of how the subset of data that is displayed can be implemented in an Internet environment (column 16, lines 50-67). The following are well known components of the Internet environment not explicitly taught in Wattenberg but disclosed in Maritzen. Maritzen discloses well-known teachings including initiating a network communication session between a client computer and server computer for executing a request on the host or server computer (column 2, lines 37-47). Maritzen teaches that a client or user's requests are accessed from the server and returned to the client computer for display in a browser (column 8, lines 14-20), where the Java GUI in the client in an Internet environment is the browser which displays the information requested by the client or user. In Wattenberg, that information requested would be the subset data that is accessed such as books and information related to the books as per the example given, with this data representing data that meets the user criteria (column 16, lines 50-67). Maritzen also discloses that the information requested in an Internet environment includes accessing data from the server computer and communicating the data to the client computer, wherein constructing of the items to be delivered to the client is done on the server computer (column 7, line 58-column 8, line 20), teaching that data is accessed from the server, processed within the server and then further delivered to the client computer. Maritzen also teaches using plug-ins and running an applet browser on the client computer for further functionality needed in the web browser (column 2, lines 13-20). It would have

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been obvious for one skilled in the art at the time of the invention to learn from Maritzen to implement these well known components of the Internet. Wattenberg has clearly taught specific examples of how the Internet is used for displaying the subset of data, the types of data that are accessed and displayed to the user in an Internet environment (column 16, lines 50-67). The components taught in Maritzen are merely well known features that are known to be used on an Internet environment. Furthermore, Maritzen discloses the advantages of the combination of accessing databases provided through the Internet, with further explanation of the use of applets in an Internet environment (column 2, lines 1-25). It would be obvious and necessary to use these components that would clearly be needed when using an Internet environment. The access of the subset of data and construction of this data would clearly occur in a server computer where data that is requested in an Internet environment involves accessing of the data from the server with the client being used for display of the data that is accessed.

Referring to claim 51, Wattenberg discloses receiving user criteria from the user to specify changed second data criteria relating to the bounded subfield area and changing one of the displayed subfield areas according to the received user criteria. (column 16, lines 16-35).

Referring to claim 52, Wattenberg discloses user input that initiates changing the data grouping of the data subset in accordance with the changed second data criterion (column 3, lines 21-26).

Referring to claim 59, Wattenberg does not disclose providing an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the

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data element for the subfield area. It would have been obvious for one skilled in the art, at the time of the invention to provide an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the data element for the subfield area. Wattenberg teaches displaying of the data through highlighting and means for emphasizing the dimension of data elements for a subfield area, wherein the aural attribute would be another means through which the data elements can be highlighted and brought to the attention of the user. Wattenberg teaches means for examining certain data amongst large quantities of data, wherein this being the objective for the visualization of Wattenberg, with the aural attribute being further bringing further emphasis to the examination of a certain data item. Hence, it would have been obvious for one skilled in the art, at the time of the invention to use an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the data element for the subfield area.

Referring to claims 60 and 64-66, Wattenberg discloses displaying a menu item by which factors which govern the bounded field areas are changed, such that the subfield areas are regrouped without adding or removing the subfield areas according to user-specified criteria (column 16, lines 15-30), wherein teaching a means for the user to regroup the field areas based on certain criteria without the removal or addition of subfield areas. Wattenberg discloses displaying a highlight box by which more than one subfield areas meeting one or more user-specified criteria are highlighted with one or more symbols associated with criteria (column 17, lines 5-10), wherein the example teaches rectangular boxes that are highlighted with color symbols to bring to attention

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distinct criteria that corresponds to the symbol and certain criteria specified by the user. Wattenberg does not disclose providing an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the data element for the subfield area. It would have been obvious for one skilled in the art, at the time of the invention to provide an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the data element for the subfield area. Wattenberg teaches displaying of the data through highlighting and means for emphasizing the dimension of data elements for a subfield area, wherein the aural attribute would be another means through which the data elements can be highlighted and brought to the attention of the user. Wattenberg teaches means for examining certain data amongst large quantities of data, wherein this being the objective for the visualization of Wattenberg, with the aural attribute being further bringing further emphasis to the examination of a certain data item. Hence, it would have been obvious for one skilled in the art, at the time of the invention to use an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the data element for the subfield area.

Referring to claim 67, Wattenberg discloses methods for processing user criteria to retrieve a portion of data and display it to the user (column 2, lines 37-39).

Wattenberg discloses a display screen on which the device displays one or more two-dimensional bounded field areas, each bounded field area corresponding to a display area that is indicative of a group criterion of a subset of the data elements, and each bounded field area is divided into one or more bounded subfield areas, the area of each bounded subfield area corresponding to and indicative of a second data criterion of the

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data subset, wherein the second data criterion is indicative of a data grouping of the data subset of the data elements (Figures 2B and 3). Wattenberg also teaches that the grouping criterion is user selectable (column 16, lines 16-30). Wattenberg has clearly taught various examples of how the subset of data that is displayed can be implemented in an Internet environment (column 16, lines 50-67). The following are well known components of the Internet environment not explicitly taught in Wattenberg but disclosed in Maritzen. Maritzen discloses well-known teachings including initiating a network communication session between a client computer and server computer for executing a request on the host or server computer (column 2, lines 37-47). Maritzen teaches that a client or user's requests are accessed from the server and returned to the client computer for display in a browser (column 8, lines 14-20), where the Java GUI in the client in an Internet environment is the browser which displays the information requested by the client or user. In Wattenberg, that information requested would be the subset data that is accessed such as books and information related to the books as per the example given, with this data representing data that meets the user criteria (column 16, lines 50-67). Maritzen also discloses that the information requested in an Internet environment includes accessing data from the server computer and communicating the data to the client computer, wherein constructing of the items to be delivered to the client is done on the server computer (column 7, line 58-column 8, line 20), teaching that data is accessed from the server, processed within the server and then further delivered to the client computer. Maritzen also teaches using plug-ins and running an applet browser on the client computer for further functionality needed in the web

browser (column 2, lines 13-20). It would have been obvious for one skilled in the art at the time of the invention to learn from Maritzen to implement these well known components of the Internet. Wattenberg has clearly taught specific examples of how the Internet is used for displaying the subset of data, the types of data that are accessed and displayed to the user in an Internet environment (column 16, lines 50-67). The components taught in Maritzen are merely well known features that are known to be used on an Internet environment. Furthermore, Maritzen discloses the advantages of the combination of accessing databases provided through the Internet, with further explanation of the use of applets in an Internet environment (column 2, lines 1-25). It would be obvious and necessary to use these components that would clearly be needed when using an Internet environment. The access of the subset of data and construction of this data would clearly occur in a server computer where data that is requested in an Internet environment involves accessing of the data from the server with the client being used for display of the data that is accessed.

Referring to claim 68, Wattenberg also discloses displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area (column 9, lines 8-11). Wattenberg discloses one displaying where upon selection the detail window is displayed with further displays including Figure 3, where this detail window has been removed with the cursor being outside the boundaries of the bounded subfield area. Wattenberg does not disclose that the detail window is removed when an escape key is pressed. It is notoriously well known, in the art, at the

time of the invention to press an escape key to remove a window or cancel a step carried out by the user. Examiner takes Official Notice of this teaching. It would have been obvious for one skilled in the art, at the time of the invention to use the escape key to cancel or revert to an initial display in a display screen, thereby removing any current elements that are related to the current state. The use of an escape key to remove the elements of the current state is well known and common in the field of computer systems, where it is well known to use the escape key to cancel or remove an action or display element that is currently shown.

Referring to claim 69, Wattenberg discloses displaying a highlight box by which more than one subfield areas meeting one or more user-specified criteria are highlighted with one or more symbols associated with criteria (column 17, lines 5-10), wherein the example teaches rectangular boxes that are highlighted with color symbols to bring to attention distinct criteria that corresponds to the symbol and certain criteria specified by the user.

Referring to claim 70, Wattenberg discloses displaying a menu such that the grouping criterion is user-changeable, such that the subfield areas are grouped with subfield areas according to the grouping criterion without adding or removing the subfield areas (column 16, lines 15-30), wherein teaching a means for the user to regroup the field areas based on certain criteria without the removal or addition of subfield areas.

Referring to claim 72, Wattenberg and Martizen disclose that the application program is a server applet (Martizen, column 2, lines 13-20).

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4. Claims 7-33, 46-48 and 61-63 are rejected under 35 U.S.C. 103(a) as being unpatentable over Wattenberg, Maritzen and U. S. Patent No. 5, 960, 411 (Hartman et al.), herein referred to as Hartman.

Referring to claim 7, Wattenberg discloses presenting information regarding plural products on the screen for perusal and selection by a user (column 2, lines 60-67). Wattenberg discloses executing a host process that receives user input that specifies a subset of data with respect to multiple data criteria (column 16, lines 16-65), wherein in addition to the legend data of Figure 9, Wattenberg discloses allowing users to input data requiring accessing of host information for company data on an online database as per the examples disclosed. Wattenberg discloses executing a display process (column 2, lines 49-51) for displaying a page with product review information, the product review page comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, the product information displayed in a map format (Figure 2A). The one or more bounded field areas is divided into plural bounded subfield area, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product (column 3, lines 7-11 and lines 36-39). Wattenberg discloses a menu window on the display screen (reference number 204, Figure 2B) but does not explicitly disclose that it provides the user with the ability to insert any product corresponding to a subfield area into an electronic shopping cart. Wattenberg also does not disclose an order button through which the data elements, which the user wishes to purchase, are accepted by the user

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for purchasing. Hartman discloses a web based purchasing system, that provides the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase (reference number 102 and 103, Figure 1A and column 4, lines 5-25). It would have been obvious for one skilled in the art at the time of the invention to learn from Hartman to provide the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase.

Wattenberg's invention clearly configuring the computer interface for making Internet purchases of products through such sites as amazon.com (column 16, lines 53-58).

Hartman clearly is such a site, as one referred to by Wattenberg wherein products are purchased with shopping carts on the Internet and final purchases being made with one single action button. Hence, with the implementation of such an e-commerce website and even further the disclosure of the use of shopping carts by Wattenberg (column 17, lines 13-25), it clearly would have been obvious for Wattenberg to learn from Hartman to allow the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase.

Wattenberg has clearly taught various examples of how the subset of data that is displayed can be implemented in an Internet environment (column 16, lines 50-67). The following are well known components of the Internet environment not explicitly taught in Wattenberg but disclosed in Maritzen. Maritzen discloses well-known teachings including initiating a network communication session between a client computer and

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server computer for executing a request on the host or server computer (column 2, lines 37-47). Maritzen teaches that a client or user's requests are accessed from the server and returned to the client computer for display in a browser (column 8, lines 14-20), where the Java GUI in the client in an Internet environment is the browser which displays the information requested by the client or user. In Wattenberg, that information requested would be the subset data that is accessed such as books and information related to the books as per the example given, with this data representing data that meets the user criteria (column 16, lines 50-67). Maritzen also discloses that the information requested in an Internet environment includes accessing data from the server computer and communicating the data to the client computer, wherein constructing of the items to be delivered to the client is done on the server computer (column 7, line 58-column 8, line 20), teaching that data is accessed from the server, processed within the server and then further delivered to the client computer. Maritzen also teaches using plug-ins and running an applet browser on the client computer for further functionality needed in the web browser (column 2, lines 13-20). It would have been obvious for one skilled in the art at the time of the invention to learn from Maritzen to implement these well known components of the Internet. Wattenberg has clearly taught specific examples of how the Internet is used for displaying the subset of data, the types of data that are accessed and displayed to the user in an Internet environment (column 16, lines 50-67). The components taught in Maritzen are merely well known features that are known to be used on an Internet environment. Furthermore, Maritzen discloses the advantages of the combination of accessing databases provided through

the Internet, with further explanation of the use of applets in an Internet environment (column 2, lines 1-25). It would be obvious and necessary to use these components that would clearly be needed when using an Internet environment. The access of the subset of data and construction of this data would clearly occur in a server computer where data that is requested in an Internet environment involves accessing of the data from the server with the client being used for display of the data that is accessed.

Referring to claim 8, Wattenberg discloses that all of the bounded field areas and subfield areas of the product review page are simultaneously contained within a single viewable region of the computer display screen (Figure 2A).

Referring to claims 9, 21 and 31, Wattenberg discloses that the first attribute of the bounded subfield area comprises a two-dimensional size of the bounded subfield area (column 3, lines 36-39).

Referring to claims 10, 22 and 33, Wattenberg discloses that the attribute of the subfield display areas is screen color that indicates the magnitude of the third data criteria (column 3, lines 37-40).

Referring to claims 11, 20 and 32, Wattenberg discloses the bounded subfield area has a second attribute that is indicative of a characteristic of the corresponding product (column 3, lines 36-39).

Referring to claim 12, Wattenberg discloses that the first attribute of the bounded subfield areas comprises the size of the bounded subfield area and the second attribute of the bounded subfield area comprises the color of the bounded subfield area (column 3, lines 36-39).

Referring to claim 13, Wattenberg discloses that the subfield area that represent a particular product having a first characteristic are grouped together with subfield areas that represent products that have a characteristic similar to the first characteristic (column 3, lines 1-4).

Referring to claim 14, Wattenberg discloses that the first visible attribute of the subfield areas is indicative of the price of the corresponding product (column 10, lines 7-11).

Referring to claim 15, Wattenberg discloses displaying a field detail window adjacent to one of the bounded subfield areas in response to moving a display cursor over a boundary of the bounded subfield areas to show a data relating to the product corresponding to the bounded subfield area (column 9, lines 8-11).

Referring to claims 16 and 30, Wattenberg discloses a menu box adjacent to or on top of one of the bounded subfield areas corresponding to and representing a product (column 16, lines 50-67), describing an example where products are displayed as the subset of data, in response to a mouse click on the bounded subfield area and the menu box includes menu items that may be selected for accessing information related to one or more products (column 9, lines 14-17).

Referring to claim 17, Wattenberg and Hartman disclose displaying products for an e-commerce system where consumers can compare all the available offerings of the product (Hartman, column 16, lines 53-56). Coffee products would be included in these products, and wherein coffee type would be an attribute through which the coffee products would be grouped. It would have been obvious at the time of the invention for

Wattenberg and Hartman to include coffee products and display a map of coffee products to the user. Wattenberg does disclose displaying products of all kinds, which would include coffee products.

Referring to claims 18 and 25, Wattenberg discloses that the first attribute of each subfield area is the two-dimensional screen size of the subfield area and wherein the two dimensional size of each subfield area is indicative of a purchase price of the product represented by the subfield area (column 17, lines 32-34).

Referring to claim 19, Wattenberg discloses means for displaying information on a computer display for perusal and selection by a user, the information being related to plural data elements, each data element belonging to a data category and being defined by one or more dimensions of a given magnitude (column 2, lines 60-67 and Figure 2A). Wattenberg also has means for retrieving the data subset from the data and displaying the data in a map format, such that the data is defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the area of each bounded field area is further divided into subfield areas, each of which has an area that is indicative of a second data criteria of the data subset (Figure 2A and column 3, lines 1-5). Wattenberg discloses that all of the bounded subfield areas and subfield areas of the product review page are simultaneously contained within a single viewable region of the computer display screen (Figure 2A). Wattenberg also discloses displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor

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over a boundary of the bounded subfield area to show data relating to the bounded subfield area (column 9, lines 8-14) and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to specify additional information relating to the bounded subfield area (column 9, lines 14-20 and lines 29-34).

Wattenberg discloses a menu window on the display screen (reference number 204, Figure 2B) but does not explicitly disclose that it provides the user with the ability to insert any product corresponding to a subfield area into an electronic shopping cart. Wattenberg also does not disclose an order button through which the data elements, which the user wishes to purchase, are accepted by the user for purchasing. Hartman discloses a web based purchasing system, that provides the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase (reference number 102 and 103, Figure 1A and column 4, lines 5-25). It would have been obvious for one skilled in the art at the time of the invention to learn from Hartman to provide the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase. Wattenberg's invention clearly configuring the computer interface for making Internet purchases of products through such sites as amazon.com (column 16, lines 53-58). Hartman clearly is such a site, as one referred to by Wattenberg wherein products are purchased with shopping carts on the Internet and final purchases being made with one single action button.

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Hence, with the implementation of such an e-commerce website and even further the disclosure of the use of shopping carts by Wattenberg (column 17, lines 13-25), it clearly would have been obvious for Wattenberg to learn from Hartman to allow the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase.

Wattenberg has clearly taught various examples of how the subset of data that is displayed can be implemented in an Internet environment (column 16, lines 50-67). The following are well known components of the Internet environment not explicitly taught in Wattenberg but disclosed in Maritzen. Maritzen discloses well-known teachings including initiating a network communication session between a client computer and server computer for executing a request on the host or server computer (column 2, lines 37-47). Maritzen teaches that a client or user's requests are accessed from the server and returned to the client computer for display in a browser (column 8, lines 14-20), where the Java GUI in the client in an Internet environment is the browser which displays the information requested by the client or user. In Wattenberg, that information requested would be the subset data that is accessed such as books and information related to the books as per the example given, with this data representing data that meets the user criteria (column 16, lines 50-67). Maritzen also discloses that the information requested in an Internet environment includes accessing data from the server computer and communicating the data to the client computer, wherein constructing of the items to be delivered to the client is done on the server computer (column 7, line 58-column 8, line 20), teaching that data is accessed from the server,

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processed within the server and then further delivered to the client computer. Maritzen also teaches using plug-ins and running an applet browser on the client computer for further functionality needed in the web browser (column 2, lines 13-20). It would have been obvious for one skilled in the art at the time of the invention to learn from Maritzen to implement these well known components of the Internet. Wattenberg has clearly taught specific examples of how the Internet is used for displaying the subset of data, the types of data that are accessed and displayed to the user in an Internet environment (column 16, lines 50-67). The components taught in Maritzen are merely well known features that are known to be used on an Internet environment. Furthermore, Maritzen discloses the advantages of the combination of accessing databases provided through the Internet, with further explanation of the use of applets in an Internet environment (column 2, lines 1-25). It would be obvious and necessary to use these components that would clearly be needed when using an Internet environment. The access of the subset of data and construction of this data would clearly occur in a server computer where data that is requested in an Internet environment involves accessing of the data from the server with the client being used for display of the data that is accessed.

Referring to claim 23, Wattenberg discloses that the data elements are descriptive of products that are available for purchase (column 16, lines 53-56).

Referring to claim 24, Wattenberg discloses that the data elements of this system are stored in a data store that is remote from the computer device (Figures 1a and 1b and column 8, lines 5-25). Wattenberg and Maritzen do not disclose that the computer device is a hand-held computer device. It would have been obvious for one skilled in

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the art, at the time of the invention to disclose that the computer device is a hand-held computer device. Wattenberg and Maritzen teach the accessing of display data through a web application, wherein the use of web applications in hand held devices is well known and obvious. Wattenberg and Martizen further teach that the computer system could include various examples including personal computer, workstation or laptop (Maritzen, column 4, lines 44-48). Therefore, it would have been obvious for a user of the handheld device to an access the Internet to further access display data as is described above. It would have been obvious for one skilled in the art at the time of the invention to disclose that the computer device is a hand-held computer device.

Referring to claim 26, Wattenberg discloses a menu array window that provides options to accept criteria by which the user can cause the computer to revise the attributes of the bounded subfield to be indicative of a different set of dimensions of the subfields within a particular data category (column 9, lines 30-40).

Referring to claim 27, Wattenberg discloses that a menu array window provides the option to accept criteria by which the user can cause the computer to display only data elements having a dimension within a given value range (column 9, lines 41-43).

Referring to claim 28, Wattenberg and Hartman disclose that the data elements describe products that are available for purchase and wherein the button item allows the user to initiate a purchase transaction with respect to any data elements in the shopping cart (Hartman, column 4, lines 5-30 and Figure 1A).

Referring to claim 29, Wattenberg discloses methods for processing

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user criteria to retrieve a portion of data and display it to the user (column 2, lines 37-39). Wattenberg discloses accepting user criteria for obtaining a subset of data related to products that are available for purchase through a host process (column 16, lines 52-60). Wattenberg discloses receiving user input that specifies a subset of data with respect to multiple data criteria (Figure 9 and column 16, lines 16-18). Wattenberg discloses displaying a page with product review information, the product review page comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, the product information displayed in a tree map format through a display process (Figure 2A and column 2, lines 49-51). The one or more bounded field areas is divided into plural bounded subfield area, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product (Figure 2A and column 3, lines 36-39). Wattenberg discloses that all of the bounded subfield areas and subfield areas of the product review page are simultaneously contained within a single viewable region of the computer display screen (Figure 2A). Wattenberg discloses that the device receives user criteria from the user to specify changed data criteria relating to an attribute with which a bounded subfield area is associated and changes the displayed subfield area according to the received user criteria (column 16, lines 16-35). Wattenberg discloses a menu window on the display screen (reference number 204, Figure 2B) but does not explicitly disclose that it provides the user with the ability to insert any product corresponding to a subfield area into an electronic shopping cart. Wattenberg also does not disclose an

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order button through which the data elements, which the user wishes to purchase, are accepted by the user for purchasing. Hartman discloses a web based purchasing system, that provides the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase (reference number 102 and 103, Figure 1A and column 4, lines 5-25). It would have been obvious for one skilled in the art at the time of the invention to learn from Hartman to provide the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase. Wattenberg's invention clearly configuring the computer interface for making Internet purchases of products through such sites as amazon.com (column 16, lines 53-58). Hartman clearly is such a site, as one referred to by Wattenberg wherein products are purchased with shopping carts on the Internet and final purchases being made with one single action button. Hence, with the implementation of such an e-commerce website and even further the disclosure of the use of shopping carts by Wattenberg (column 17, lines 13-25), it clearly would have been obvious for Wattenberg to learn from Hartman to allow the user with the ability to insert any product into an electronic shopping cart and with an order button to purchase the data elements that the user wishes to purchase.

Wattenberg has clearly taught various examples of how the subset of data that is displayed can be implemented in an Internet environment (column 16, lines 50-67). The following are well known components of the Internet environment not explicitly taught in Wattenberg but disclosed in Maritzen. Maritzen discloses well-known teachings

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including initiating a network communication session between a client computer and server computer for executing a request on the host or server computer (column 2, lines 37-47). Maritzen teaches that a client or user's requests are accessed from the server and returned to the client computer for display in a browser (column 8, lines 14-20), where the Java GUI in the client in an Internet environment is the browser which displays the information requested by the client or user. In Wattenberg, that information requested would be the subset data that is accessed such as books and information related to the books as per the example given, with this data representing data that meets the user criteria (column 16, lines 50-67). Maritzen also discloses that the information requested in an Internet environment includes accessing data from the server computer and communicating the data to the client computer, wherein constructing of the items to be delivered to the client is done on the server computer (column 7, line 58-column 8, line 20), teaching that data is accessed from the server, processed within the server and then further delivered to the client computer. Maritzen also teaches using plug-ins and running an applet browser on the client computer for further functionality needed in the web browser (column 2, lines 13-20). It would have been obvious for one skilled in the art at the time of the invention to learn from Maritzen to implement these well known components of the Internet. Wattenberg has clearly taught specific examples of how the Internet is used for displaying the subset of data, the types of data that are accessed and displayed to the user in an Internet environment (column 16, lines 50-67). The components taught in Maritzen are merely well known features that are known to be used on an Internet environment. Furthermore, Maritzen

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discloses the advantages of the combination of accessing databases provided through the Internet, with further explanation of the use of applets in an Internet environment (column 2, lines 1-25). It would be obvious and necessary to use these components that would clearly be needed when using an Internet environment. The access of the subset of data and construction of this data would clearly occur in a server computer where data that is requested in an Internet environment involves accessing of the data from the server with the client being used for display of the data that is accessed.

Referring to claims 46-48, Wattenberg discloses displaying a descriptive information window in an area proximal to a field area such that the descriptive information window includes descriptive information regarding the field area (Figure 2B).

Referring to claims 61-63, Wattenberg discloses displaying a menu item by which factors which govern the bounded field areas are changed, such that the subfield areas are regrouped without adding or removing the subfield areas according to user-specified criteria (column 16, lines 15-30), wherein teaching a means for the user to regroup the field areas based on certain criteria without the removal or addition of subfield areas. Wattenberg discloses displaying a highlight box by which more than one subfield areas meeting one or more user-specified criteria are highlighted with one or more symbols associated with criteria (column 17, lines 5-10), wherein the example teaches rectangular boxes that are highlighted with color symbols to bring to attention distinct criteria that corresponds to the symbol and certain criteria specified by the user. Wattenberg does not disclose providing an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the data element for the subfield

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area. It would have been obvious for one skilled in the art, at the time of the invention to provide an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the data element for the subfield area. Wattenberg teaches displaying of the data through highlighting and means for emphasizing the dimension of data elements for a subfield area, wherein the aural attribute would be another means through which the data elements can be highlighted and brought to the attention of the user. Wattenberg teaches means for examining certain data amongst large quantities of data, wherein this being the objective for the visualization of Wattenberg, with the aural attribute being further bringing further emphasis to the examination of a certain data item. Hence, it would have been obvious for one skilled in the art, at the time of the invention to use an aural attribute associated with one or more subfield areas for indicating via sound, a dimension of the data element for the subfield area.

Allowable Subject Matter

5. Claims 77-79 are allowed.
6. The following is a statement of reasons for the indication of allowable subject matter: With respect to claims 73 and 77, the prior art disclosed does not teach displaying the subfield areas with a color value with a distinct algorithm. Wattenberg teaches displaying and manipulating the subfield areas based on user request and further displaying various colors to represent variables associated with each of the subfield area. But the prior arts disclosed do not teach a color value that is displayed based on a distinct algorithm as is stated in claims 73 and 77. The calculations and steps taught in claims 73 and 77 would be not obvious over the prior arts that are

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disclosed. The algorithm contains details including computing second color values as logarithms of the first color values.

Since claims 78 and 79 depend on claim 77 and include all of the limitations of these claims, claims 78 and 79 are considered allowable for the reasons in which claims 77 is allowable.

Response to Arguments

7. Applicant's arguments filed 11/16/05 and 9/27/05, concerning reconfiguring the treemap has been fully considered but they are not persuasive.

Wattenberg discloses examples teaching how the tree map can be reconfigured on the fly with the requests made the user being on the fly and reconfiguring the tree map based on these requests. See column 16, lines 17-27. This teaching shows how the user's request can be met by readjusting what is displayed by reconfiguring the tree map. The configuration allows for the subfield areas that match a certain criteria to be highlighted (column 16, lines 25-28). The highlighting of a particular subfield area that matches the criteria input by the user allows for visually enhancing the tree map view based on the input desired by the user. Regardless of the types of attributes used for highlighting or reconfiguring the display of the tree map, Wattenberg nonetheless teaches that a user can manipulate or enhance the tree map visually as a result of input criteria desired by the user.

Wattenberg also discloses various menu displays that allow for reconfiguration of the subfield areas, where the subfield areas can be regrouped or the areas can be visually enhanced based on the items selected in the menus. Further allowing an aural

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attribute associated with the subfield areas would be obvious as stated in the rejection above. Such an attribute is used in computer systems that allow for sound attributes to be related to actions carried out within the computer system.

8. Applicant's arguments with respect to the addition of client/server features have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

9. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Responses to this action should be submitted as per the options cited below: The United States Patent and Trademark Office requires most patent related correspondence to be: a) faxed to the Central Fax number (571-273-8300) b) hand carried or delivered to the Customer Service Window (located at the Randolph Building, 401 Dulany Street, Alexandria, VA 22314), c) mailed to the mailing address set forth in

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37 CFR 1.1 (e.g., P.O. Box 1450, Alexandria, VA 22313-1450), or d) transmitted to the Office using the Office's Electronic Filing System.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Namitha Pillai whose telephone number is (571) 272-4054. The examiner can normally be reached on 8:30 AM - 5:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cabeca can be reached on (571) 272-4048.

All Internet e-mail communications will be made of record in the application file. PTO employees do not engage in Internet communications where there exists a possibility that sensitive information could be identified or exchanged unless the record includes a properly signed express waiver of the confidentiality requirements of 35 U.S.C. 122. This is more clearly set forth in the Interim Internet Usage Policy published in the Official Gazette of the Patent and Trademark on February 25, 1997 at 1195 OG 89.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (571) 272-2100.


Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should

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you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

Namitha Pillai
Assistant Examiner
Art Unit 2173
February 20, 2006



**RAYMOND J. BAYERL
PRIMARY EXAMINER
ART UNIT 2173**